

1. A method for decoding auxiliary data in audio visual content with an audio and video track, comprising:

decoding digital watermarks in the audio and video tracks;

combining watermark messages from the audio and video tracks; and

5 using the combined messages to control processing of the audio visual content.

2. The method of claim 1 wherein the combined messages are used to control playback, copying or recording of the audio visual content.

10 3. A tangible medium on which is stored instructions for performing the method of claim 1.

4. A method for digital watermark decoding for audio visual content including an audio and video track, the method comprising:

15 decoding a first watermark from a first track of the audio visual content, the first track being the audio or video track;

and decoding a second media signal from a second track using the digital watermark from the first track, the second track being the audio or video track not including the first watermark.

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5. The method of claim 4 wherein decoding the second media signal comprises decompressing the second media signal using the first watermark.

25 6. The method of claim 4 wherein the decoding comprises de-scrambling or decrypting the second media signal using the first watermark.

7. The method of claim 4 wherein the decoding comprises using information from the first watermark as a watermark key for decoding a different watermark from the second media signal.

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8. The method of claim 7 wherein the watermark key specifies a location of the different watermark in the second media signal.

5 9. A tangible medium on which is stored instructions for performing the method of claim 4.

10. A method of digital watermark decoding from audio visual content having an audio and video track, the method comprising:

10 decoding at least a first watermark from a first media signal in the audio visual content;

decoding at least a second watermark from a second media signal in the audio visual content; and

forming a key for decoding data from at least the first and second watermarks.

15 11. The method of claim 10 wherein the first and second media signals are of the same media type.

12. The method of claim 10 wherein the first and second media signals are of different media types.

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13. The method of claim 10 wherein the key comprises a watermark key used to decode a watermark from a media signal.

25 14. The method of claim 10 wherein the key comprises a decryption key used to decrypt a media signal.

15. The method of claim 10 wherein the key comprises a parameter used to decompress a media signal.

16. A tangible medium on which is stored instructions for performing the method of claim 10.